BTEC Assignment Brief

Qualification	Pearson BTEC International Level 3 Qualifications in Business and in Enterprise
Unit number and title	**Unit 36 : Social Enterprise**
Learning aims	**A:** Investigate a range of social enterprises **B:** Explore the factors that contribute to the success and failure of social enterprises
Assignment title	The nature of success in social enterprise
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	Social enterprises are businesses that trade to tackle social problems, improve communities, people's life chances, or the environment. They make their money from selling goods and services in the open market, but they reinvest their profits back into the business or the local community. You are working part-time as an intern for a national organisation which helps members of the public start their own social enterprise. The organisation has just undertaken a major piece of research which has identified a lack of understanding among potential entrepreneurs about what social enterprises are and the factors that contribute to their success or failure. Your manager has invited you to contribute to a new campaign aimed at helping new start-ups better understand what social enterprises are and the factors that contribute to their success or failure. Your manager has asked you to write a report that will be published as two separate blog posts on the organisation's website.

Task 1	You have been asked to carry out research into social enterprises and select one social enterprise on which to base your report. You will write a report which will be posted onto the organisation's blog about social enterprises. **<u>Part A</u>** Evaluate how the social enterprise succeeds in being socially responsible through the way it operates, as well as the upholding of its principles and values. Your report should: - explain of the principles and values of the social enterprise you have chosen to focus on - explain how the enterprise operates, including what type of social enterprise it is, its frameworks and structures - analyse how the operation of the enterprise supports its principles and values - form a judgement, based on evidence from your research of the social enterprise, how it succeeds in

	being socially responsible while operating and upholding its principles and values. **Part B** Explore the factors which contribute to the success or failure of your chosen social enterprise. Your report should evaluate the reasons why it has been a success or failure. This section will need to: - explain the factors that can influence the success or failure of a social enterprise - analyse the extent to which these factors have influenced your chosen social enterprise's success or failure - come to a justified conclusion, based on evidence from your research, about why your chosen social enterprise has succeeded or failed The report is going to be accessible in the public domain and is aimed at people considering starting their own social enterprise. Therefore it should be comprehensive, professionally presented, with a logical structure and will be well written making use of the correct business and financial terminology.
Checklist of evidence required	An individual written report

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
36/A.D1	Evaluate how a chosen social enterprise succeeds in being socially responsible as well as operating and upholding its principles and values.
36/A.M1	Analyse how the operation of a chosen social enterprise supports its principles and values.
36/A.P1	Explain the principles and values of a chosen social enterprise.
36/A.P2	Explain the operation of a chosen social enterprise.
36/B.D2	Evaluate why a chosen social enterprise has been a success or failure.
36/B.M2	Analyse the factors for the success or failure of a social enterprise.
36/B.P3	Explain the factors that may contribute to the success of a social enterprise.
36/B.P4	Explain the factors that may contribute to the failure of a social enterprise.

Sources of information to support you with this Assignment	The national membership body for social enterprise, business with a social or environmental mission website contains valuable resources on measuring impact of social enterprise www.socialenterprise.org.uk A blog providing insight of and examples of social enterprise www.clearlyso.com/what-is-a-social-enterprise-2 Social Entrepreneurship: What Everyone Needs to Know by David Bornstein, Susan Davis (ISBN: 9780195396331)
Other assessment materials attached to this Assignment Brief	*N/A*